

ABSTRACT

A method of determining a marketing appearance frequency measurement is provided. The method includes the steps of measuring how visible to potential customers a company's point(s) of presence are within certain specified media spaces and how well the visibility within those same media spaces causes customers to exhibit certain behaviors. The resulting measurement is calibrated in such a way that the marketing frequency appearance measurement can be used as a predictor of behavior in the form of measurable business attributes such as traffic, sales, stock price, awareness, etc. The method applies for online media spaces, offline media spaces, or both, and the method further includes the step of validating the marketing appearance frequency measurement to known customer traffic, company revenue, or any number of other business attributes.

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